

Case Study:

Online Education Company

Executive Summary

An education company offering online degrees has 1200 employees spread across five offices. The company realized that recognition was not being applied evenly, and depended too much on individual managers. They wanted to start giving more employee feedback in an organized way and looked to YouEarnedIt to help.

● Result: Increased Employee Engagement

- The company loves how the YouEarnedIt activity feed gives visibility to the great things employees are doing. Employees are motivated to use the platform not only because of the points, but also because of the public recognition and the ties to company initiatives.
- One indicator of how employees are reflecting company values in YouEarnedIt is the high number of points they are donating to charity — much higher than the amount of charitable giving before YouEarnedIt.

● Result: Increased Program Participation

- The HR team has launched several initiatives focussed on increasing participation in existing programs, from wellness to professional development. YouEarnedIt has helped them accomplish this without increasing the burden on HR.
- “Before YouEarnedIt, we were emailing people begging them to complete required training.”
- “Company growth has been so fast that our HR business partners wouldn’t have even been able to do this without YouEarnedIt.”

*Note: The results in this company profile come from a third-party research firm’s study of YouEarnedIt customers across multiple industries. For more findings, see the [Proven ROI Report](#).

Result:

Increased Employee Engagement

“If they are happy, they will stay.”

Result:

Increased Employee Engagement

“We actively encourage donations, and it’s something our employees are passionate about.”

Result:

Increased Program Participation

“Company growth has been so fast that our HR business partners wouldn’t have even been able to do this without YouEarnedIt.”